

ORDER



Orders
Order / Rev: 169984
Alt Order #: 06392214
Product Desc: ROMNEY FOR PRESIDENT
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: American Rambler Productions
Buying Contact: Stephanie Kincaid
Billing Contact:
 139 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/M Romney/R/Pres/US
Demographic: A35+
Product Codes: PL Candidate
Priority: P-1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	48	\$32,500.00	\$27,625.00
10/29/12	10/30/12	23	\$14,900.00	\$12,665.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$32,500.00	\$27,625.00	0.00
November 2012	23	\$14,900.00	\$12,665.00	0.00
Totals	71	\$47,400.00	\$40,290.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	13%	\$47,400.00
Market	100%	\$364,615.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	13%	\$47,400.00
WITI	60%	\$218,769.23
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	14%	\$51,046.15
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	10/29/12	10/30/12	Morning News M-F 6a - 7a	DM	6a-7a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----		2				\$50.00		0.00			
2	WDJT	10/24/12	10/26/12	Morning News M-F 6a - 7a	DM	6a-7a	--WTF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 169984
 Alt Order #: 06392214
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Poli/M Romney/R/Pres/US
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDJT	10/24/12	10/26/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a --WTF--	:30	3	\$50.00	P-2	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3		\$50.00			0.00			
3	WDJT	10/29/12	10/30/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a MT-----	:30	4	\$50.00	P-2	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4		\$50.00			0.00			
4	WDJT	10/24/12	10/26/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a --WTF--	:30	6	\$50.00	P-2	0.00	NM	6	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6		\$50.00			0.00			
5	WDJT	10/24/12	10/26/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a --WTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3		\$350.00			0.00			
6	WDJT	10/29/12	10/30/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2		\$350.00			0.00			
7	WDJT	10/24/12	10/26/12	News at Noon News at Noon	CM	12p-1230p --WTF--	:30	6	\$150.00	P-2	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6		\$150.00			0.00			
8	WDJT	10/29/12	10/30/12	News at Noon News at Noon	CM	12p-1230p MT-----	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4		\$150.00			0.00			
9	WDJT	10/29/12	10/30/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MT-----	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		4		\$300.00			0.00			
10	WDJT	10/24/12	10/26/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p --WTF--	:30	6	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		6		\$300.00			0.00			
11	WDJT	10/29/12	10/30/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2		\$1,500.00			0.00			
12	WDJT	10/24/12	10/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3		\$1,500.00			0.00			
13	WDJT	10/24/12	10/25/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WT---	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WT---		2		\$1,500.00			0.00			
14	WDJT	10/29/12	10/29/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1		\$1,500.00			0.00			
15	WDJT	10/29/12	10/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2		\$800.00			0.00			
16	WDJT	10/24/12	10/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 169984
 Alt Order #: 06392214
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Poli/M Romney/R/Pres/US
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WDJT	10/24/12	10/26/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3		\$800.00			0.00			
17	WDJT	10/30/12	10/30/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$3,000.00	POL	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1		\$3,000.00			0.00			
18	WDJT	10/30/12	10/30/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----		1		\$3,000.00			0.00			
19	WDJT	10/24/12	10/24/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1		\$3,000.00			0.00			
20	WDJT	10/24/12	10/24/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1		\$3,000.00			0.00			
21	WDJT	10/25/12	10/25/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1		\$3,000.00			0.00			
22	WDJT	10/26/12	10/26/12	Fr 9p - 10p Blue Bloods	CM	Fr 9p - 10p ----1--	:30	1	\$1,200.00	POL	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1		\$1,200.00			0.00			
23	WDJT	10/27/12	10/27/12	CBS Sat Morn Nws 6a-8a CBS This Morning: Sat 6a-9a	CM	6a-9a -----1-	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1		\$50.00			0.00			
24	WDJT	10/27/12	10/27/12	Sa 9p - 10p 48 Hours	CM	9p - 10p -----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1		\$600.00			0.00			
25	WDJT	10/27/12	10/27/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -----1-	:30	1	\$300.00	POL	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1		\$300.00			0.00			
26	WDJT	10/28/12	10/28/12	Eye to Eye Eye to Eye 7a	CM	7a-730a -----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$150.00			0.00			
27	WDJT	10/28/12	10/28/12	CBS Sunday Morning CBS Sunday Morning	CM	8a-930a (8:00 AM-9:30 AM) -----1	:30	1	\$400.00	POL	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$400.00			0.00			
28	WDJT	10/28/12	10/28/12	CBS Sunday Morning/Face CBS Sunday Morning/Face the	CM	8a - 10a and/or 8a-----1	:30	1	\$400.00	POL	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$400.00			0.00			
29	WDJT	10/28/12	10/28/12	Sun 10-1030a Green Bay Nation	SPRT	10a-1030a -----1	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$100.00			0.00			
30	WDJT	10/28/12	10/28/12	NFL Early Game Regular NFL Early Game	CM	NFL Early Game -----1	:30	1	\$2,000.00	POL	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1		\$2,000.00			0.00			

Order / Rev: 169984
 Alt Order #: 06392214
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Poll/M Romney/R/Pres/US
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
30	WDJT	10/28/12	10/28/12	NFL Early Game Regular NFL Early Game	CM	NFL Early Game -----1	:30	1	\$2,000.00	POL	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$2,000.00		0.00			
31	WDJT	10/28/12	10/28/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$1,600.00	POL	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$1,600.00		0.00			
32	WDJT	10/28/12	10/28/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$1,000.00	POL	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$1,000.00		0.00			
33	WDJT	10/28/12	10/28/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$1,000.00	POL	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$1,000.00		0.00			
34	WDJT	10/28/12	10/28/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -----1	:30	1	\$600.00	POL	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----1				1	\$600.00		0.00			
Totals													71	\$47,400.00